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**Instructions**

This is the marketing job description template. You’ll need to make a copy of this document for your own use. (File > Make a Copy)

## VICE PRESIDENT OF MARKETING

Responsible for determining and leading the strategic direction for organization's marketing functions including positioning, brand awareness, driving demand generation and lead nurturing.

* Devise and oversee market research and intelligence needs and work closely with colleagues to implement initiatives
* Oversee and guide partner marketing, creative and communication strategy
* Proactively conceptualize and develop cross promotions with other divisions
* Develops unique value propositions, business partnerships, category management, as well as call to action-oriented advertising and content targeted toward key customer segments
* Achieves targeted results, ensures timely and effective execution of marketing tactics and promotions, and develops benchmark criteria to measure/analyze the efficiency and effectiveness of those promotions.
* Conducts and analyzes market research to determine competitiveness, identify insights and implement actions.
* Measures the effectiveness and of the marketing department and implement improvements as required.
* Data driven and creative
* Carries out managerial responsibilities in accordance with the organization's policies and applicable laws.
* Responsibilities include interviewing, hiring, and training employees; planning, assigning, and directing work; appraising performance; development and succession planning; rewarding and disciplining employees; addressing complaints and resolving any problems

*Qualifications:*

* Proven experience in a Marketing Leadership role with a track record of driving financial results in highly competitive markets.
* Extensive experience (15+ years) of increasingly more challenging marketing management responsibility including industry specific experience
* Minimum of ten (10) years progressive, professional level industry experience, including a minimum of seven (7) years in a management, senior/ executive position
* Strong market planning experiences which include evaluation and sizing markets, segmentation markets, development of value propositions and designing winning processes to achieve marketing objectives.
* Track record of successfully leading a high growth potential operation while building significant business value and controlling costs
* Demonstrates a strong customer orientation
* Experience conducting global market research, marketing or advertising with an international focus
* Experience with brand and communications strategy development and implementation
* Experience designing and executing research projects to identify consumer habits and practices, satisfaction levels, product concept development, usage and awareness, purchase drivers, and branding and positioning
* Experience in product marketing, new product development and product launch marketing research
* Creative collaborator and skilled facilitator
* Broad industry knowledge of emerging markets and technologies highly desired.
* MBA in Marketing, Advertising, Sales or other business discipline required